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FOOTBALL'86

Vol. 111 No. 5

Broadcasting Aug 4

Final days of must carry maneuvering
TV voted into the Senate
Special Report: Football '86

DOWN TO THE WIRE □ FCC to act on must carry on Thursday. Consensus begins to form with topics of discussions including five-year sunset, 12-month grace period for new stations and one public television station per system. **PAGE 39.**

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convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-6606.

Oct. 26-27—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*, Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

Oct. 26-29—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 27—*Cable Television Network of New York* third annual CAPE (Cable Awards for Programing Excellence) awards and dinner dance. Trump Tower, Atlantic City, N.J. Information: (609) 392-4360.

Oct. 28—Conference for journalists, "Illiteracy: How Big a Problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

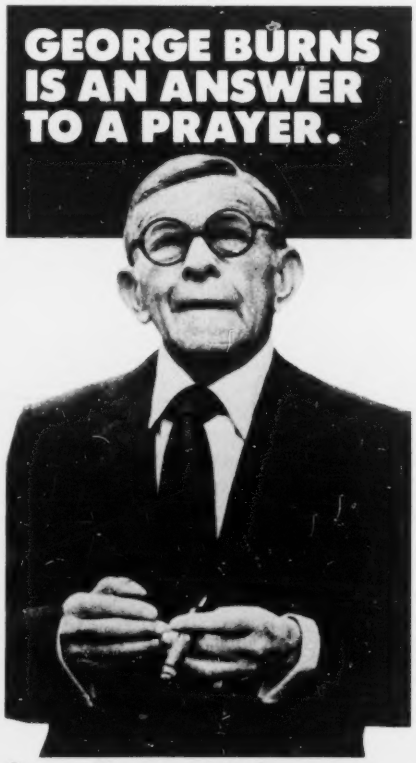
Oct. 29-30—Conference for journalists, "Education 1986: Are Schools Better? Are Basics Being Taught?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

November

Nov. 3-5—Electronic Imaging '86, conference and exhibit, featuring computer graphics, fiber optics and high-definition TV. Sponsored by *Institute for Graphic Communication*. Sheraton-Boston hotel, Boston. Information: (617) 267-9425.

Nov. 3-7—London Market for TV film, home video, cable and satellite. Gloucester hotel, London. Information: (212) 593-2258.

Nov. 6—*Women in Cable, San Francisco chapter*, meeting. Topic: employe relations, EEO. Blue Dolphin restaurant, San Leandro, Calif.



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Nov. 12—*Ohio Association of Broadcasters* financial managers meeting. Embassy Suites, Columbus, Ohio.

■ **Nov. 12-14**—*Magnavox* mobile training seminar for cable. Orlando Marriott, Orlando, Fla. Information: (800) 448-5171, extension 389.

Nov. 12-15—International Women's Media Conference. National Press Club, Washington. Information: (202) 223-0030.

Nov. 13—*Association of National Advertisers* promotion management workshop. New York Hilton, New York.

Nov. 13-15—Broadcast sales training seminar, "The National Sales Manager Program," sponsored by *Television Bureau of Advertising*. Century Plaza, Los Angeles.

Nov. 13-15—17th annual *Loyola Radio Conference*. Holiday Inn Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 13-16—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

Nov. 14-16—Second annual Women in Film Festival, co-sponsored by *Women in Film* and *California First Bank*. Directors Guild of America, Los Angeles.

Nov. 17-19—*Television Bureau of Advertising* 32d annual meeting. Century Plaza, Los Angeles.

Nov. 18—*Association of National Advertisers* research workshop. Plaza hotel, New York.

Nov. 20-22—*Arizona Broadcasters Association* fall convention and annual meeting. Westward Look Resort, Tucson, Ariz.

Errata

Selma, Ala. (210), market was **omitted** by NBC **from chart of Arbitron May sweeps figures** published in BROADCASTING's July 21 issue. Additionally, chart indicated there is CBS affiliate in Montgomery, Ala., where there is none; signal of Selma CBS affiliate reaches Montgomery market, and Arbitron will fold Selma ADI into Montgomery ADI beginning with November sweeps. Correct market figures for two markets should read:

Market	*ABC*	*CBS*	*NBC*
Montgomery (116)	18	—	**61**
Selma, Ala. (210)	—	**25**	—

□

Story on TV network satellite newsgathering in July 14 **"Satellite '86" special report** incorrectly reported on **NBC feed of speech by President Reagan.** Speech was on **July 10 in Dothan, Ala.**, and was handled as national feed **originating from WSFA-TV Montgomery, Ala.**

□

In final paragraph of "CBS O&O's ponder cutbacks in rating services" (July 21), **Hank Yaggi, vice president and director of sales at WUSA-TV Washington, was referring to revenues,** not Arbitron ratings, in quote: "We have a very precise knowledge of where we stand" in Washington market.

□

In July 28 "Radio '86" special report, it was reported that *The Best Years* is **distributed to** 90 stations; correct figure is **190 stations.**

□

NBC News photo credit was omitted from picture of **Captain Midnight** on page 90 of July 28 issue.

Nov. 25—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

December

Dec. 3—*Ohio Association of Broadcasters* sales workshop. Park University hotel, Columbus, Ohio.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Dec. 18—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria, New York.

January, 1987

Jan. 7-11—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles.

Jan. 21-25—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Information: (212) 949-9890.

February, 1987

Feb. 1-4—*National Religious Broadcasters* 44th annual convention. Theme: "Communicating Christ to the Nations." Sheraton Washington. Information: (201) 428-5400.

Feb. 2-6—*National Association of Broadcasters* winter board meeting. Ritz-Carlton, Laguna Niguel, Calif.

Feb. 6-7—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco.

Feb. 7-10—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

Feb. 16-20—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta. Information: (403) 220-7575.

Feb. 17-18—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison.

Feb. 19-20—*Broadcast Financial Management Association* board meeting. Loews Anatole hotel, Dallas.

Feb. 19-21—*Howard University's School of Communications'* annual communications conference. Theme: "Leadership and Power Through Communications." Howard campus, Washington. Information: (202) 636-7491.

March, 1987

March 25-28—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

March 29-31—*Cabletelevision Advertising Bureau* sixth annual conference. New York.

April, 1987

April 1-5—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 21-27—23d annual *MIP-TV, Marches des International Programes des Television*, international program market. Palais des Festivals, Cannes, France.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

May 1987

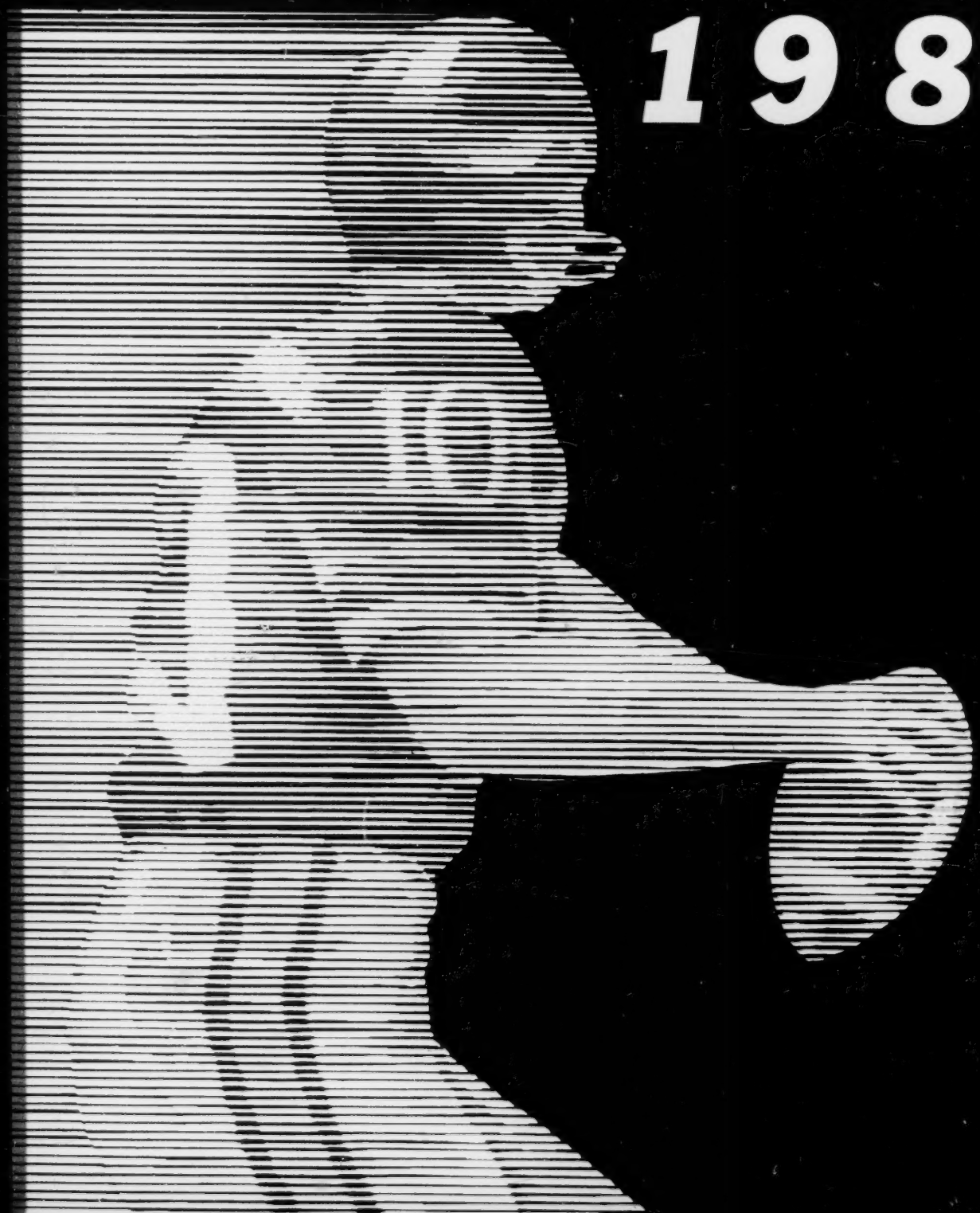
May 17-20—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

May 17-20—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 25-28—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

FOOTBALL

1986



Football rights hit $570 million in 1986

Broadcasters will spend an estimated $570 million in rights fees for coverage of the 1986-87 professional and college football schedules. That figure represents a 7.5% increase over 1985's total of $530 million paid by broadcast television, radio and cable networks and radio and TV stations.

In the final year of their five-year contracts with the National Football League, the three broadcast TV networks will pay $495 million for the coming season, up 10% from $450 million last year. That breaks down to $175 million for the ABC schedule, $165 million for CBS and $155 million for NBC. Also in the professional rights picture is the United States Football League (also see "Top of the Week"). Should the USFL decide at its Aug. 6 owners meeting to go ahead with a fall schedule, ESPN will pay it $8 million for the rights to its fall games.

Local broadcast outlets will pay $27.7 million for radio and television coverage of the NFL this season. That includes $6.8 million in rights for preseason games on television, a 28% increase over last year's $5.33 million. That rise is in keeping with the 31% jump in rights from 1984-85 to 1985-86. Local radio rights will rise almost 7% this year, from $19.6 million to $20.9 million. Between the 1984-85 season and the 1985-86 season, local radio rights climbed 32%.

ABC's rights fee for College Football Association games will rise $1 million from last year to $16.5 million. CBS's rights for its schedule of Big 10, Pac 10 and Atlantic Coast Conference games will hold at last year's $12 million. ESPN will pay $12 million for its schedule of CFA games. Turner Broadcasting System will carry one prime time and two afternoon packages of Pac 10, Big 10 and Southeastern Conference games for which it will pay $5.5 million, as compared to $7.5 million last year.

TV networks post modest gains in ad rates; cost-cutting is seen at all three; in college games, trend is toward offsetting higher rights fees with corporate sponsors

According to advertising sources, each of the broadcast television networks opened negotiations with the large NFL advertisers asking for unit price increases of 5% to 10% over last year. According to those sources, however, each of the networks wound up being "reasonable," in the words of one agency executive, who said that they realized low single-digit increases, and in some cases, decreases.

CBS said that it was getting 3%-5% increases over its regular season games a year ago, when 30-second spots were priced in the $165,000 range. "I guarantee at best low single-digit increases" this year, said CBS Sports President Peter Lund.

Offsetting those low price increases for CBS, it hopes, will be its *Super Bowl XXI* sales. Advertisers will be asked to pay $600,000 for 30-second spots in the Jan. 25 game. CBS is also enjoying a 12% increase in its college football prices due to an 18% ratings increase for its 1985 college games, which averaged a 7.2 Nielsen rating, up from a 6.1 in 1984.

At ABC, J. Larre Barrett, vice president of sports sales, said that the network is 85% sold for its September *Monday Night Football* schedule. Barrett said the *Monday Night Football* rate card for a 30-second spot opens at $192,500, based on a 19 rating. *MNF* averaged a 19.7 rating last year, boosted by the 29.1 rating for a Chicago Bears vs. Miami Dolphins contest, the highest-rated *MNF* game. Miller and Anheuser-Busch will again split the *MNF* games this year, alternating as the exclusive beer sponsor.

Barrett said that 30-second spots in ABC's College Football Association schedule were starting at $42,000 this year, down from $45,000 last year.

NBC refused to discuss sales of its NFL schedule.

The marginal increases in NFL advertising prices appear to be the result of a ratings surge in the 1985-86 season, compared to the year before, one of the worst ratings years in network-NFL history. It was that year's Supreme Court's decision allowing colleges to negotiate individually for television contracts, and the appearance of the USFL on ABC in the spring, that led to complaints of a glut of televised football.

CBS ended last season with a 15.8 rating, up 11% over the 1984-85 season's 14.2; NBC had a 12.7, up 5% from a 12.1, and ABC had a 19.7 for its regular schedule (excluding nonMonday night specials), up 17% from the year before.

Many in the advertising community offer upbeat predictions for this season's NFL performance. Among the reasons cited is the resurgence of teams, including the Chicago Bears and the New York Giants. CBS's Lund was similarly upbeat. "I don't think we'll have a ratings problem this year," he said.

This season's rating will generate careful attention since it is the final year of the networks' current $2.1-billion, five-year contracts, with negotiations for new pacts set to begin next February. Given advertisers' cautious attitude toward football this season despite last year's ratings upturn, the networks plan to negotiate based on their declining football profits.

"The NFL will know the network revenues," said Lund. "What it will boil down to is the projections of the marketplace over the terms of the next contract." Lund said that CBS does not foresee a return to a double-digit advertising increase any time soon.

To help offset the low revenue increases, all of the networks are instituting moves to reduce costs. Attention is being paid to the games' production costs. Lund said that CBS was aiming to reduce its NFL costs by 5%-10% this year. ABC and NBC also said they will cut back. At all three networks said cuts include eliminating at least one camera and tape machine during certain games. Equipment will be shifted to games with greater audience potential.

Lund said that CBS has made the cuts on the basis of "early signs" of a problem in attracting sufficient advertising revenue for the coming season. Lund said that the cuts are part of an overall move by the CBS/Broadcast Group to keep costs in line given a downturn in advertising revenue this year. "To manage our division properly, we have to manage costs," Lund added.

At CBS Sports, Ted Shaker, executive producer, said that cutbacks are being examined as part of an overall budget review and that any elimination of a camera or tape machine will be based on the game's importance. Shaker said the cutbacks would not produce a noticeable difference to viewers. He said that CBS averages five cameras, three videotape machines and one character generator per game. And John Madden will continue to use the CBS chalkboard to diagram plays on the screen, Shaker said.

Another cost saving will be realized by CBS through a more uniform opening to the games, similar to the graphics-based opening it uses for its NBA coverage. "We achieve some savings and a distinctive look," Shaker said.

He also said that CBS will experiment with one announcing team (Pat Haden and Vern Lundquist) for both college and pro games. CBS will also be able to cover back-to-back college and pro games on two occasions, reducing set-up and transportation costs.

At ABC, Ken Wolf, producer of *Monday Night Football*, said that trimming of the games' production budget will amount to the loss of a camera and a tape machine in half of the games. Last year ABC used nine cameras and five VTR's. Wolf said that a camera angle on instant replays could be lost as a result.

A spokesman for NBC Sports said that it will also use less equipment this season.

■ In college football, a solution may have been found to the problem of rapidly escalating rights costs for the networks. The growth of corporate sponsorships, illustrated by John Hancock Insurance's recent deal with the Sun Bowl (now the John Hancock Sun Bowl), allows bowl committees to lower the rights money asked of the networks. A number of other bowls, including the Gator, Holiday and Freedom Bowls, are now looking for corporate sponsors.

Becoming a corporate sponsor involves purchasing a minimum amount of advertising. In the case of John Hancock, that came to $2.5 million over three years.

"The key here is the tremendous dilemma we're facing with inflated rights," said Robert Iger, vice president of program acquisitions for ABC Sports. "We're obviously at a point where something has to happen."

Bowl committees are not the only ones looking for sponsors. According to Dick Goldstein, vice president of marketing for CBS

ports, the sponsorship of a bowl can not only save a game but make profitable. CBS, he said, is involved in a number of discussions to tract sponsors.

In the case of the NBC's Fiesta Bowl, last year, the event's on-site onsor, Sunkist, was not mentioned by NBC as such because it had t purchased enough advertising time. NBC Sports President Ar-ur Watson said that no decision has been made on the matter for is season's game.

CFA, Big 10 considering producing own TV packages, liminating network, syndication 'middlemen'; ffect on gate receipts concerns colleges

Two years after the Supreme Court struck down the television plan of he National Collegiate Athletic Association on antitrust grounds, he college football television market, not yet fully recovered, is still ying to sort itself out. It's likely that neither CBS nor ABC will ave plans in place for the 1987 season before the end of the year. Major segments of the college universe, including the College Foot-all Association and the Big 10 Conference, say they are seriously onsidering doing their own TV packages for the 1987 season and eyond—eliminating the network or syndication "middlemen" in the rocess. Many schools are also concerned about overexposure and he effect it may have on gate receipts, prompting some to cut the umber of syndication games they do. As a result, the number of elevised games has dropped from about 190 in 1984 to an estimated 00 in 1986. Some say that as few as two syndication games a year re enough, which does not bode well for the syndication market-lace, whose ranks have thinned considerably over the last two ears.

This year's plans are in place, but beyond that, it is pretty much an pen field, with the exception of the renewed agreement between the FA and ESPN covering the four seasons from 1987 to 1990. ESPN as agreed to pay a total of $58.5 million for that package.

CBS is entering the second year of two-year deals with the Big 10 nd Pacific 10 in one package (up to 29 appearances in all) and the tlantic Coast Conference (up to seven appearances) in a separate greement. CBS will also televise the Army-Navy game again this eason (Dec. 6) as well as one or two University of Miami games. It paying about $12 million this year for its regular-season packages. he network will kick off this season on Sept. 13 with Ohio State at Vashington. So far, it has three bowl games lined up for this season, ncluding the Sun Bowl (Dec. 25), the Gator Bowl (Dec. 27) and the otton Bowl (Jan. 1).

CBS and the schools with which it has TV deals this season have ut off talks for next season and beyond, until January. Both sides ay that will give all concerned a chance to assess just how well they ared over the two-year life of the pact.

ABC is paying $16.5 million this season for a package of CFA ames that will run from Sept. 6 to Dec. 6. ABC will kick off its ason with a doubleheader starting at 3 p.m.—UCLA at Oklahoma, llowed by Florida State at Nebraska. ABC and the CFA began egotiations in June about renewing the television pact that expires the end of the coming season. But talks broke off, sources say, hen ABC refused to budge from its hard-line stand of no rights crease for the renewed pact. The CFA was looking for between 0% and 20% more than the $32 million it was receiving in the rrent two-year deal. Sources said the CFA felt the increase was stified, because, despite ABC's constant pleas of hard times, the etwork will make a handsome profit on the current two-year deal.

The same cannot be said of Turner Broadcasting's college football lecasts. TBS lost money last year on its three packages and may se money this year as well, although company officials talk of ossibly" turning the break-even point this year. Particularly disap-ointing was TBS's prime time package (including games of the Big 0, Pac 10, ACC and independents) which was carried on superstation WTBS(TV) Atlanta as well as in syndication. The prime time line-p averaged a 2.6 on the superstation, a full point less than the ESPN rime time CFA package, which averaged a 3.6. Rex Lardner, direc-r of sports programing for TBS, said he had hoped TBS's prime me numbers would average a 3.0 or higher. In an effort to boost ose numbers this year, he said the package would not be syndicat-d, giving the superstation exclusive game coverage. Also, he said, e prime time kickoff has been moved up one hour to 7 p.m., so the BS games will start a half hour before the ESPN games, instead of a alf hour behind them. "I think there is room for two prime time packages," Lardner said last week. He noted that last year, the first year that both TBS and ESPN had prime time packages, viewership expanded by two rating points. By eliminating the syndication coverage of its prime time package, Lardner hopes cable's Saturday night football audience will expand even further this season.

TBS also does two Saturday afternoon regional syndication packages, including a Southeastern Conference package and Big 10 package. The games of those two conferences (11 games each) will be distributed primarily in the Southeast and Midwest, respectively. The Southeastern slate gets under way Sept. 6 with Vanderbilt at Alabama, while the Big 10 schedule starts a week later with Iowa State at Iowa University.

All three of the TBS packages are up for renegotiation at season's end. While Turner's relationship with the Southeastern Conference remains solid, the Big 10, which is prominent in the other two packages, will probably reduce the number of appearances of its schools in syndication and may pull out altogether and produce its own package. "We would prefer to cut back on our total exposure," said Jeff Elliot, director of television and promotion for the Big 10 Conference. Elliot said the Big 10 could have as many as 25 games on television this year, or almost one fourth of all the games played by its schools this year. That's too much he said, noting that the Big 10's gate attendance was off slightly in 1985 and that overexposure may be a factor.

"We think it is feasible to cut back [the number of televised games] and get more dollars," Elliot said. He declined to say what the Big 10 would receive this year in rights payments but others put the total at about $9 million. Elliot said the conference is considering all its options, including eliminating the syndicated package altogether, which he contends would dramatically increase the value of Big 10 network games. "Perhaps we'll do our own syndication games," he said. "That is certainly being discussed." Elliot said the conference was reasonably pleased with Turner's performance from a production standpoint, but that the station clearances have not been as strong as the Big 10 feels they ought to be. He said last season Turner cleared about 22 stations in the Big 10's seven-state region, about seven fewer than the Big 10 would like to have seen. No clearance numbers were available for this season.

Lardner acknowledges that with all the football games currently being broadcast, "some packages may be eliminated if the ratings aren't there."

Bill Rasmussen, who founded ESPN, is now a TV sports consultant working with the Big 10. He says there are more football games on television than the market can handle and that schools will take more of a hands-on role in controlling production and distribution of their games, probably at the expense of syndicators. He cites two examples of where the Big 10, at least, is headed. First, he notes the Big 10 will do its own 26-game television syndication package for basketball this season. Lorimar Sports did it last year and is now out of business. The year before that, Metrosports did the package and it is also now out of business. Will the conference make a lot more money doing the package on its own? Probably enough to make the effort, in Rasmussen's opinion. "If they can find another half million or million and eliminate a layer of expense," he said, that is a valuable addition to the sports budgets of the schools involved. Rasmussen also noted he is putting together a package of football and basketball games for the University of Illinois this season. With both football and basketball and two coaches' shows, covering both radio and television, said Rasmussen, "I can go to an advertiser and offer them exclusivity in one tidy package from September to March." Whether the Big 10 Conference will take its football package the way of its basketball package remains to be seen, he added, "but it is a very serious consideration."

The CFA also has a consultant to help it sort its television decisions. He is Michael Trager, chairman of Sports Marketing and Television International Inc., Greenwich, Conn. Since the CFA-ABC talks broke off more than a month ago, the CFA has talked to just about everyone with a possible interest in picking up the package. As he sees it, the CFA presently has four options: redo its network deal; forge another cable network alliance (EPSN has renewed its CFA prime time package through 1990); do a deal with a major sports or entertainment syndicator, or produce its own package. "None of these options is better or worse than the others," he says. But he admits a network deal would offer promotional benefits above the others. A major element, he said, is how responsive advertisers are to the options. He expects the CFA to have a second

package in place for 1987 and beyond within two months.

But regardless of what the CFA does, Trager cites statistics which he says show that "less may be more" when it comes to televised games and their value. In 1984, the first year after the end of NCAA football plan, there were 190 televised college games. Last year, there were almost 150 and this year the estimate is there will be somewhere around 100 games on television. Whether the number of games on TV declines even further next year remains to be seen. But the fact is, schools and conferences will probably have more to say about that than networks and syndicators. The major concerns of the schools and conferences are two-fold: maximizing per-game revenue and doing everything they can to insure that fans don't stop going to games. Limiting exposures appears to be the best way to address both concerns.

Other cable and syndication packages this year include:

■ Raycom, Charlotte, N.C., is syndicating 11 games each for the Big Eight and Southwest Conferences.

■ TEN Productions, New York, is syndicating a total of 12 games for Boston College, Pittsburgh and Syracuse.

■ Summit Sports, Colorado Springs, is packaging 11 games total of the three military academies, Army, Navy and Air Force. That package, as well other select games, are being picked up by Madison Square Garden Network.

■ Jefferson-Pilot Teleproductions, Charlotte, N.C., will do a package of at least 11 ACC games.

■ In addition to 17 CFA games this season, ESPN is scheduled to carry 22 USFL games, including four playoff games, if the league is still in business. The league played for three seasons in the spring and is scheduled to launch fall play in September (see separate story, "Top of the Week").

■ USA Network has arranged to pick up a total of 11 regular season games from the Raycom, Jefferson-Pilot and TEN packages. It is also televising the Independence and Senior Bowls, being produced by Mizlou Productions, New York. □

Radio networks offer college and pro action

On the radio side, NBC will be entering the second year of its two-year, $11-million contract for NFL broadcast rights. Like last year, NBC will air 37 games—27 regular season contests including 16 on Monday nights and 10 post-season games. The first game is sched-

Local radio's preseason and

Team	*Originator*	*Regional network; games scheduled; rights holder*
AFC East		
Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights
Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 16; four preseason and 16 regular season games; station holds rights
Miami Dolphins	WIOD(AM) Miami WQBA(AM) Miami (Spanish)	Regional network of approximately 30 stations for WIOD; four preseason and 16 regular season games. WQBA(AM) holds Spanish-language radio rights
New England Patriots	WEEI(AM) Boston	Reg. net. of 35; five preseason and 16 regular season games; station holds rights
New York Jets	WABC(AM) New York	Station will carry two preseason and 11 regular season games. Due to conflict in early part of season with New York Yankees baseball, which it also carries, station has assigned two preseason and five regular season games to WMCA New York; WABC holds rights
AFC Central		
Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net of approx. 40; four preseason and 16 regular season games; station holds rights
Cleveland Browns	WWWE(AM) Cleveland	Reg. net of about 25 stations; four preseason and 16 regular season games; games will be simulcast on co-owned WDOK(FM); station holds rights
Houston Oilers	KODA(FM) Houston	KODA Oilers Radio Network of 35 stations; five preseason and 16 regular season games; KODA and parent, Westinghouse, hold rights
Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Simulcast of two regional networks of 40 stations; four preseason and 16 regular season games; station holds rights
AFC West		
Denver Broncos	KOA(AM) Denver	Reg. net of about 60 stations; four preseason and 16 regular season games; station holds rights
Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50-54; four preseason and 16 regular games; station holds rights
Los Angeles Raiders	KRLA(AM) Pasadena	Reg. net. of 36 for KRLA; four games preseason, 16 games regular season; Bob Speck Productions, Los Angeles, holds rights
San Diego Chargers	KLZZ(AM) San Diego	Four preseason and 16 regular season games; station holds rights

uled for Monday night, Sept. 8, with the New York Giants visiting the Dallas Cowboys.

According to Stephen Soule, vice president, sales, NBC Radio Networks, the network's NFL coverage is about 50% sold. Among the major sponsors are: Anheuser-Busch, Alpha Romeo, IBM, Tinactin, Sears, Goodyear Tire & Rubber and Wells Lamont, a work glove manufacturer. Soule added that NBC should close on some "Detroit accounts" shortly.

As of last week, NBC had cleared 255 stations for its NFL broadcasts, including 45 of the top 50 and 95 of the top 100 markets. (Last season, it had a lineup of 274 outlets.) The games, which will air on all of NBC's owned-and-operated AM stations, are being offered to affiliates of the Dallas Cowboys radio network through an agreement with the Texas State Network as well as several other regional team networks. Soule said he expects the clearance mark to approach 300 by the beginning of the season.

NBC's "primary" announcing team will again be Don Criqui and Bob Trumpy. The second team is Mel Proctor and Dave Rowe. Bob Costas will host 10-minute pre-game and half-time shows. And Bob Trumpy will return as host of *NFL Live*, a call-in, post game show that runs approximately one hour—longer during the post-season.

NBC will also air five college bowl games: Gator, Liberty, Fiesta, Rose and Orange.

■ Mutual Broadcasting will present 16 regular-season NFL Sunday doubleheaders beginning Sunday, Sept. 7, with Cleveland at Chicago at 12:45 p.m. NYT and Miami at San Diego at 3:45 p.m. NYT. (Mutual has individual yearly contracts for Sunday broadcasts with most of the NFL franchises.)

Each game will be preceded by a 15-minute show hosted by Bill Rosinski. And, for the first time, a special edition of Mutual's *Wide Weekend of Sports* will air during half-time. The segment will include scores of the other NFL games.

The announcers for the first games of the doubleheaders will be Tony Roberts and Jack Ham, while the second games will feature Joel Meyers and Jack Snow. Major NFL advertisers include: MasterCard, Ford Motor Co., Persona Razors and Goodyear Tire & Rubber.

Mutual's 1986 college schedule includes 11 Notre Dame games and 11 major college games including the "College Kick-Off Classic" featuring Alabama at Ohio State on Aug. 27 and the annual Army-Navy contest on Dec. 6. The network will also offer five bowl games: Aloha, Holiday, Blue Bonnet, All-American and Sugar.

■ CBS Radio, which lost the NFL broadcast rights to NBC in

regular-season NFL coverage

Team	*Originator*	*Regional network; games scheduled; rights holder*
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 65, four preseason games and 16 regular season games; station holds rights
NFC East		
Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights
New York Giants	WNEW(AM) New York	Reg. net of 25, four preseason and 16 regular season games; station holds rights with Connecticut Radio Network handling net sales
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 28, with four preseason and 16 regular games; station holds rights
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights
Washington Redskins	WMAL(AM) Washington	Reg. net of 65 stations; four preseason and 16 regular season games; station holds rights
NFC Central		
Chicago Bears	WGN(AM) Chicago	Tribune Radio Net. of more than 35 stations; four preseason and 16 regular season games; station holds rights
Detroit Lions	WJR(AM) Detroit	Reg. net of 38, four preseason and 16 regular season games; station holds rights
Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 55 stations; four preseason and 16 regular season games; station holds rights
Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 62, four preseason and 16 regular season contests; station holds rights
Tampa Bay Buccaneers	WSUN(AM) Tampa-St. Petersburg	Reg. net of 15, four preseason and 16 regular season games; station holds rights
NFC West		
Atlanta Falcons	WSB(AM) Atlanta	Regional network of about 45 stations; four preseason and 16 regular season games; team holds rights
Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net of 29 stations, no Spanish-language network; four preseason and 16 regular season games; station holds rights
New Orleans Saints	WWL(AM) New Orleans	Reg. net of more than 40, four preseason and 16 regular season games; station holds rights
San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 20, four preseason and 16 regular season; station holds rights

1985, will again offer its affiliates some alternate programing to play-by-play. *The NFL Tonight* will return on Sunday nights through the regular season. It is hosted by Jack Buck and Hank Stram, who recap the day's highlights and feature interviews with coaches and players. The show's exclusive sponsor is Safeco Insurance.

The series, however, has been trimmed back from two hours last year to one hour. The move, said Dick Brescia, senior vice president, CBS Radio Networks, is designed to "enhance both station clearances and the flow of the show." *The NFL Tonight* will air from 8 to 9 p.m. NYT.

CBS will also offer *NFL Preview*, a weekly, 15-minute preview of the upcoming weekend's NFL action that is fed to stations every Friday night. The show features Brent Musburger and Jimmy (the Greek) Snider.

In college football, CBS Radio will air the newly renamed John Hancock Sun Bowl and the Cotton Bowl. It will also offer its stations *College Football Scoreboard*, a 13-week Saturday series anchored by Ed Ingles that summarizes the week's college action.

■

The following are capsule reports on local radio and TV rights-holders' broadcasting and advertising plans for each of the NFL franchises.

The preseason and regular-season games of the **Atlanta Falcons** will be broadcast by WSB(AM), which holds the rights. The Falcons themselves held the rights last year and experimented selling the broadcasts through a sports marketing company. Chevron, Delta and Honda, are among those sponsoring the games, which are 70% sold, according to Bob Huntley, general sales manager. The WSB regional network consists of 45 stations in Georgia, Tennessee, Alabama and North and South Carolina. WAGA-TV Atlanta has sold about 80% of the spots for that station's four preseason telecasts, according to the station's vice president and general manager, Paul Raymond. Sponsors include Nissan, Coors, Delta and Hardee's. The team's two home games will be shown on a delayed basis if they are not sold out.

□

WBEN(AM) Buffalo, N.Y., holds the radio rights to four preseason **Buffalo Bills** games and 16 regular season contests and is in the second year of a five-year contract. Larry Levite, WBEN president and general manager, said the games will be broadcast to a 10-station regional network, including a station in Pennsylvania. Major sponsors include Goldome Bank, Empire Savings, M&T Bank, Buick, Tops supermarkets and Genesee beer.

WKBW-TV Buffalo holds the rights to four preseason games, which will also be carried by WOKR-TV Rochester, N.Y. Genesee Brewing Co., Rochester, as it has for the past 18 seasons, is the major sponsor of the local television broadcasts, with Pepsi Cola Bottling and Roberts Furniture both minor sponsors, said Richard Shepard, vice president and general sales manager. Rights for the games also include a half-hour weekly program of game highlights.

□

WGN(AM) enters the second of a three-year rights deal to carry the **Chicago Bears** full slate of pre- and regular-season games, including a fifth preseason game between the Bears and the Cowboys which originated from London's Wembley Stadium yesterday (Aug. 3). This year, the regional Bears network put together by Tribune Radio Networks will exceed the 35 stations that participated last year. WGN's sales for the Bears broadcasts were about 80% at press time. Sponsors include Heileman Old Style beer, True Value Hardware, Chevrolet, Amoco and Illinois Department of Tourism. WBBM-TV will carry three of the Bears local preseason games (one is being picked up for network broadcast). The station declined to provide the names of sponsors.

WKRC(AM) is in the second year of a three-year contract to broadcast games of the **Cincinnati Bengals.** Sponsors of the four preseason and 16 regular-season games include Anheuser-Busch, Sears and Oscar Mayer, said WKRC's general manager, John Soller. WLWT-TV Cincinnati will again televise the preseason games—two live and two tape delayed. Ned Paddock, director of sales, said that returning sponsors include Coors, Toyota, Pepsi and Wendy's. The telecasts are 75% to 80% sold, he said. In Dayton the games will be telecast by WGRT-TV, which replaces WKEF(TV).

□

WWWE(AM) Cleveland, owned by team owner Art Modell, will be covering all **Cleveland Browns** games with a coach's show beforehand and a postgame show. Sports director Bill Coleta reports that sales are going well with about 70% of spots filled. Major sponsors will be Anheuser-Busch, Honda, the Ohio Lottery and Forest City Enterprises (discount stores).

WKYC-TV Cleveland will be covering two away preseason games, with one of the other games blacked out and the other carried by NBC (also blacked out in Cleveland). Station spokeswoman Karen Malone Smith said advertising sales are "progressing slightly ahead of last year, with interest enhanced by the Browns winning the AFC Central division last year." The station carries a regular half-hour show, *Browns '86*, on Wednesday night and will broadcast an hour-long preseason report on Saturday, Aug. 16. Former Brown, Reggie Rucker, will be providing color commentary for the games and play-by-play will be by sports director Jim Donovan. Miller Beer is the primary sponsor.

□

KRLD(AM) Dallas will cover the **Dallas Cowboys** again this season, and according to Ed Wodka, vice president and general manager, excitement is building not only because of the team's division winning performance last year but because of its strong showing in the draft. All of the major Cowboys sponsors from a year ago are returning to the station this year. Among new sponsors are Texaco and Farmer's Insurance. The Texas State Network of 175 stations will again carry the games.

In addition to the regular-game coverage, Mondays will feature shows with Cowboy coach, Tom Landry, and Cowboy president, Tex Schram. Tuesdays feature *El Chico Night*, in which Landry, players and coaches respond to questions from a live audience and the listeners from the El Chico restaurant. There is also the weekday *Cowboys Report* at 8:15 a.m. and 5:15 p.m. and *The Charley Waters Show* on Friday nights, featuring the former Cowboy defensive back. Pre-game coverage includes *The Bob Lilly Show*, and postgame material includes a question-and-answer wrap-up with Preston Pearson.

The first Cowboys game, versus the Bears at Wembly stadium in London on Aug. 3, was scheduled to be carried live by KRLD beginning at noon Dallas time.

Frank O'Neil, vice president and general manager of KXAS-TV Fort Worth, said that sales of the one preseason Cowboys game to be covered by the NBC affiliate are strong with sponsers including Coors and GTE. The remaining Cowboys preseason games will carried on network TV.

□

KOA(AM) Denver will broadcast coverage of **Denver Broncos** games 90 minutes before the game and two hours after, according to Ken Groshong of KOA. The games will be covered by long-time broadcast team of Bob Martin, KOA sports director, who does play-by-play, and Larry Zimmer with color commentary.

KCNC-TV Denver will cover three preseason games with the fourth, Broncos vs. the L.A. Rams, broadcast by NBC and carried by KCNC-TV. General Manager Roger Ogden said sales were a little slow, reflecting the "tougher economy," but with 60% to 70% sold, he expects a "normal sellout." KCNC-TV will also broadcast a Monday night recap with announcer Dan Reeves and a softer "lifestyle issues" show: *Bronco's Beat*, with Tom Jackson. Ogden declined to mention specifics, but said there would be nine major sponsors. The games will also be carried by KRDO(TV) Colorado Springs.

□

Renewing its contract with the **Detroit Lions** for another three years is Capcities WJR(AM) Detroit which, like last year, will be the originating outlet for a regional network of 38 stations. Sales are running "slightly ahead" of last year's pace, said Maureen Hathaway, general sales manager of the station. Key advertisers include Anheuser-Busch, Ford and Amoco.

On the television side, WJBK-TV Detroit will once again air preseason contests. The station's scheduled broadcasts will drop from four games last year—two live and two taped—to two live games in 1986. According to station general sales manager Jim Clayton, the upcoming games are about 60% sold. Major advertisers include Coors, Baytec Computers, Midas Muffler and Michigan Dental. The two preseason games will also be aired over an ad hoc network of four stations.

□

Sales for radio broadcasts of the **Green Bay Packers,** are "a little behind schedule," ac-

Local TV preseason NFL coverage

Team	*Originator*	*Regional network; games scheduled; rights holder*
AFC East		
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Four live games; station holds rights
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights
Miami Dolphins	WCIX Miami	One live, two tape delayed games; station holds rights
New York Jets	WNYW-TV New York	One live, one tape delay games; station holds rights
New England Patriots	WBZ-TV Boston	Three live games; station holds rights
AFC Central		
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations, two live and two tape delayed games; station holds rights
Cleveland Browns	WKYC-TV Cleveland	Two live games; station holds rights
Houston Oilers	KHTV Houston	One live, two taped delayed games; station holds rights
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net. of eight stations, three preseason games; station holds rights
AFC West		
Denver Broncos	KCNC-TV Denver	Reg. net of two stations, two live games and third if sold out; station holds rights
Kansas City Chiefs	KCTV-TV Kansas City	Four games, two live and two tape delayed games; station holds rights
Los Angeles Raiders	KNBC Los Angeles	Two games taped; Bob Speck Productions, Los Angeles, holds rights
San Diego Chargers	KGTV San Diego	Two live games; station holds rights
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights

Team	*Originator*	*Regional network; games scheduled; rights holder*
NFC East		
Dallas Cowboys	KXAS-TV Fort Worth	One live game; station holds rights
New York Giants	WPIX New York	One live, three tape delayed games; station holds rights
Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights
St. Louis Cardinals	KPLR-TV St. Louis	Two live, one tape delayed games; station holds rights
Washington Redskins	WTTG Washington	Reg. network of two other stations, four live games (two home games will be delayed if they are not sold out); station holds rights
NFC Central		
Chicago Bears	WBBM-TV Chicago	Three preseason games; station holds rights
Detroit Lions	WJBK-TV Detroit	Reg. net of four, two live games; station holds rights
Green Bay Packers	WBAY-TV Green Bay	Reg. network of four stations, three live games, one taped; station holds rights
Minnesota Vikings	KSTP-TV Minneapolis-St. Paul	Two live games; station holds rights
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	One live, three tape delayed games; live game to be simulcast on WCPX-TV Orlando, Fla.; station holds rights
NFC West		
Atlanta Falcons	WAGA-TV Atlanta	Two live games and two tape delayed if not sold out; station holds rights
Los Angeles Rams	No TV rights	N/A
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge; two live and two tape delayed games; station holds rights
San Francisco 49ers	KPIX San Francisco	Three live games; station holds rights

cording to Paul LeSage, general manager, WTMJ(AM) Milwaukee. But he is optimistic. "We always do well ... we'll be sold out by the beginning of the season." Advertisers signed so far include Anheuser-Busch, Century Insurance, True Value Hardware, Amoco and Napa auto parts.

Pabst beer, Toyota, All State Insurance, Coca-Cola, Marine Banks and Wisconsin Bell are sponsoring preseason TV coverage of the Packers on WBAY-TV Green Bay. WBAY-TV is originating all four games this year, three of them live, and feeding them to a network of four stations.

□

Last year, KODA(FM) Houston broadcast the **Houston Oilers** games in stereo and will con-

tinue this year. Dave Pearlman, the station's vice president and general manager, said that sales are "great" with spots nearly sold out and nine new advertisers. The easy-listening station feeds the games to a network of 35 stations in the Southwest. Promotions include the Free Fan Fare contest, where listeners can win trips to away games. Major sponsors include Anheuser-Busch, Honda and Gulf Oil.

KPRC-TV Houston general manager, Jeff Lee, said that his station had broadcast the Oilers for about 15 years, but last year was outbid by another station. This year KPRC-TV won back the rights and will air the first three preseason games (the fourth game, against the Cowboys, will be broadcast by CBS). If the home games are not sold out, they will be broadcast on a delayed basis the following Sunday. Sales are running about 70%. Major sponsors include Miller Beer, Nissan, Southwestern Bell, True Value Hardware and Exxon. Games will be covered by sports director Ron Franklin and Craig Roberts. □

WTHR(TV) Indianapolis is in the final year of a three-year contract for four live preseason **Indianapolis Colts** games. Mike Corken, the station's general manager, says sales activity is "fair to good" and estimates about 80% of the ad inventory is sold. Among the key advertisers are GTE, Kroger stores, Merchant's Bank, Chevrolet and Ford Dealers and McDonald's.

WIBC(AM) will cover 20 Colts games—four and 16 regular season games. The station feeds the games to a 16-station network. Tim Medland, general sales manager, said he was satisfied with sales to date. Major sponsors include Zenith Distributors, True Value Hardware, Delco, Amoco Oil, Kroger Stores, Nationwide Auto Parts, MedScan, Hooks Drug Stores and Farmers Insurance Co. □

A network of more than 50 radio stations will carry the four preseason and 16 regular games of the **Kansas City Chiefs** this fall, with the broadcasts originated by KCMO(AM) Kansas City, Mo. The station and the network are in the second year of a five-year contract. A station spokesman said business has been slow and he attributed the sluggishness to the Chiefs 1985 record of six wins and 10 losses. However, he said he expects the sponsor list to grow to about 20-25 by the time the season starts.

Television sales activity has been proceeding briskly, according to Pat North, general sales manager of KCTV(TV) Kansas City, who estimates that the advertising schedule will be about 95% sold by the start of the preseason games. North cited a handful of the major sponsors signed to date, including Coors, Taco Bell Restaurants, Hardee's, Southwestern Bell and Subaru. □

Bob Speck Productions, Los Angeles, holds the rights for both radio and television coverage of the **Los Angeles Raiders.** This year, the radio network, which will originate out of KLRA(AM), will include 36 stations in 11 states, up from last year's 25 stations. Two preseason Raiders games will be shown on KNBC(TV), both tape-delayed home games.

According to Peter Columbus, Speck vice president, sales this year are "better than in previous years," with radio time sold out and TV nearly gone.

Network lineups

ABC-TV

Hall of Fame Game	Aug. 2
NFL preseason	Aug. 15, 23
CFA	Starts Sept. 6
NFL (Monday night)	Starts Sept. 8
Citrus Bowl	Jan. 1
Sugar Bowl	Jan. 1
Pro Bowl	Feb. 1

CBS-TV

NFC preseason	Aug. 10, 23, 30
NFC regular season	Starts Sept. 7
PAC 10/Big 10/ACC	Starts Sept. 13
John Hancock Sun Bowl	Dec. 25
Gator Bowl	Dec. 27
NFC playoffs	Dec. 28, Jan. 3, 4
Cotton Bowl	Jan. 1
NFC Championship	Jan. 11
Super Bowl XXI	Jan. 25

NBC-TV

AFC preseason	Aug. 3, 16, 23
AFC regular season	Starts Sept. 7
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
AFC playoffs	Dec. 28, Jan. 3, 4
Hula Bowl	Jan. 10
AFC Championship	Jan. 11

CBS Radio

John Hancock Sun Bowl	Dec. 25
Cotton Bowl	Jan. 1

Mutual Radio

College Kickoff Classic	Aug. 27
Notre Dame and other college games	Starts Sept. 6
NFL package	Starts Sept. 7
Army-Navy game	Dec. 6
Aloha Bowl	Dec. 21
Holiday Bowl	Dec. 30
All-American Bowl	Dec. 31
Blue Bonnet Bowl	Dec. 31
Sugar Bowl	Jan. 1

NBC Radio

NFL package	Starts Sept. 8
Gator Bowl	Dec. 27
Liberty Bowl	Dec. 29
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

KMPC(AM) is in the second year of a three-year contract, with a one-year extention option, to broadcast games of the **Los Angeles Rams**. Bill Ward, executive vice president of KMPC, said major sponsors of the broadcasts, already 92% sold out as of two weeks ago, are Chevrolet, Anheuser-Busch, Chevron and Farmers Insurance. The number of regional affiliates is up to 29, from 23 last year. KMPC(AM) will produce the Spanish-language broadcast and sell time but the actual broadcast will come from XEPRS Rosarito (Tijuana), Mexico, from which KMPC purchases the time. The Rams have decided not to sell any telecasts rights this season. Pete Donovan, the team's director of public relations, said the Rams contract with Anaheim stadium calls for at least three of the four preseason games to be played at home, where the dates scheduled are on a Monday, Tuesday and Saturday: "We thought we should not go through the production hassle when we could only show them on a tape-delayed basis." The fourth game, in Denver, has been picked up by one of the networks, precluding a local telecast. □

Sales for **Miami Dolphins** football are "great, way ahead of last year," said Bob Rich, general manager of originating station WIOD(AM) Miami, which will cover the four preseason and 16 regular season games. WIOD begins coverage two hours before game time, with interviews of coaches and players and follows games with an extended locker-room report. It also broadcasts shows with Coach Don Shula twice weekly and a lighter feature show on Wednesday with tight end Joe Rose. Promotions include bumper stickers and the "horrible hanky," a white handkerchief that fans wave at games. Last year WIOD gave away over a half-million to listeners. Major sponsors include Anheuser-Busch, Eastern Airlines and Ryder trucks. WQMA(AM) will broadcast the games in Spanish, said program director, Julio Mendez. Its major sponsors include Eastern, Nissan and Kodak.

Walt Gray, sports director at Taft-owned WCIX(TV), said the station will be covering three preseason games. The other game, against the Cleveland Browns, will be picked up by NBC. □

Hubbard Broadcasting's KSTP-FM Minneapolis-St. Paul is entering the second year of a three-year agreement with the **Minnesota Vikings** for exclusive radio broadcast rights. Major sponsors include: Anheuser-Busch, Midwest Federal and Honda. KSTP-FM is also the originating outlet for a regional network of 62 stations reaching Minnesota, North Dakota, South Dakota, Iowa and western Wisconsin.

KSTP-TV Minneapolis-St. Paul renewed its deal, which is on a year-to-year basis, to air preseason games for the Vikings. The station plans to broadcast two live contests—one more than last summer. □

WBZ-TV Boston, in the second year of a three-year contract, has garnered a mix of national and local advertisers for its **New England Patriots** coverage, according to Scott Brady, local sales manager. The station has arranged for coverage for three preseason games and will air a fourth on Aug. 10 if it sells out. Brady said that among major sponsors are Coors Beer, Toyota and Dodge Dealers.

WEEI(AM) Boston is in the final year of a five-year pact with the Patriots. The station has assembled a network of 35 stations this season. Jon Hirshberg, the station's general sales manager, said that sales are going "very well," with both national and local clients. Advertisers include Anheuser-Busch, Honda Motors, True Value Hardware, State Line Potato Chips, New England Telephone, Kay Jewelers and Honeywell Inc. □

New Orleans Saints rights are held by WWL-TV and WWL(AM). WWL-TV will carry four preseason games, two away games live and two at home with a one-day tape delay. J. Michael Early, general manager of WWL-AM-TV, said local television sponsors include Miller Brewing, Popeye's fried chicken, Benson Motors, Avon-

Movement, finally, on PanAmSat plan

Some progress is made, and a lot remains to be done, on resolving differences over application for U.S.-Peru satellite service between U.S. government and Intelsat

Suddenly, everything came together. After weeks and months of what seemed uncertain efforts by the U.S. to advance the PanAmerican Satellite Corp.'s efforts to establish a separate international communications satellite system, meetings last week were held and planned among and between the affected parties to resolve the issues involved in consulting with the International Telecommunications Satellite Organization on the U.S.-Peru proposal to establish a satellite system linking the two countries. But it was obvious that the U.S. and the Intelsat executive staff may be headed for another confrontation on the extent of information the U.S. is to submit and on whether the U.S. will continue to insist on consulting on only part of the PanAmSat satellite.

On Thursday, a meeting was held involving the U.S.'s highest level officials responsible for the process—Under Secretary of State for Security Assistance, Science and Technology William Schneider; FCC Chairman Mark Fowler, and Alfred Sikes, head of the Commerce Department's National Telecommunications and Information Administration—with Jose Alegrett, Intelsat's deputy director general for business planning and external relations. The purpose of the meeting, according to one source, was simply "to make sure everyone was moving forward in good faith" on the consultation issue.

Then, on Friday afternoon (Aug. 1), key State, NTIA and commission aides were to meet to lay out a coordinated government policy on the thorny issues involved in the consultation matter. And on Thursday (Aug. 7), representatives of those agencies along with officials of Peru and PanAmSat, as well as of Intelsat and the Communications Satellite Corp. (the U.S. signatory to Intelsat), will meet to begin what may be a series of meetings on the issues involved in what the U.S. says is the consultation process.

The meeting grows out of an invitation from Intelsat's office of external affairs to officials of Comsat's Intelsat Satellite Services division to meet that day to discuss what the letter said were some of the serious problems a preliminary check of the just-submitted technical information had shown. But a particularly knotty problem to be resolved is the extent of the information required. The U.S. and Peru originally submitted economic and technical data on only five of the 24 transponders on the satellite to be built. The five will be used in providing service between the U.S. and Peru. And PanAmSat has no plans for the remaining 19—the FCC has not even authorized their use. However, after the board in June rejected the U.S. call for an Extraordinary Assembly of Parties to consider the PanAmSat consultation matter, the U.S. agreed to provide technical data on the remaining 19—13 of the remaining C-band transponders PanAmSat said would be used domestically in Latin American and six Ku-band transponders to link North America with Europe.

But Intelsat, in a letter to Comsat last week, said that material was not sufficient. It noted that the U.S. has not submitted economic data in connection with the six transponders to be used for international service, in accordance with the requirements of the provision in the Intelsat Agreement governing consultation of international satellites. It also said the U.S. letter transmitting the material simply states that the other 13 "are currently slated by PanAmSat for domestic service within South and Central America." Intelsat said that does not provide the necessary assurance they will not be used for international service.

The Intelsat letter also expressed concern over the indication that the U.S. seeks formal consultation on only the five transponders to be used in the U.S.-Peru service, and not to commence formal consultation on any of the remaining 19. "Accordingly," Intelsat said, it is faced with a "unique situation," in which consultation is requested for only five of the 24 transponders. "This presents an unacceptable situation," the letter added.

U.S. officials do not appear impressed. The U.S. position is that while the board wanted technical data on all 24 transponders, it did not state a need for economic material on any of the transponders beyond the original five. "And we do what the board wants, not the executive staff," he said. As for consulting on only five transponders or on all 24, that has been a sticking point within the State Department and among the department and the other U.S. agencies involved. State's lawyers thus far have prevailed in the view that the Intelsat Agreement requires a country to consult only on facilities it will use to meet its requirements. And the U.S., the lawyers say, should do no more. NTIA, however, is believed to feel the U.S. would strengthen its position before the board by providing all the information requested.

Despite those apparent differences and others that may exist among State, NTIA and the FCC, one State Department official was hopeful before the meeting Friday at which representatives of those agencies were to settle on government policy. "I'm optimistic we will reach a resolution." □

NBC scores double victory

The NBC Nightly News won the evening news race once again for the week of July 21. The tallies were NBC, 10.1/22; CBS, 10.0/22, and ABC, 9.5/21. In the prime time race, NBC was first with a 12.9/25, ABC second with a 10.5/20 and CBS third with a 10.2/19. Four NBC comedies were the highest-ranked shows of the week—*Cosby, Family Ties, Cheers* and *Night Court*. CBS's airing of the *Miss Universe Pageant* was fifth, scoring a 21.2/37, and a first-run showing of the NBC made-for movie, *CAT Squad*, ranked sixth, with a 17.3/30. Rounding out the top 10 were *Who's the Boss, Growing Pains, Golden Girls* and *20/20*. The complete program rankings follow.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.2/50
2.	Family Ties	NBC	25.1/49
3.	Cheers	NBC	23.8/43
4.	Night Court	NBC	21.3/40
5.	Miss Universe Pageant	CBS	21.2/37
6.	C.A.T. Squad	NBC	17.3/30
7.	Who's the Boss	ABC	16.4/33
8.	Growing Pains	ABC	16.4/31
9.	Golden Girls	NBC	16.3/34
10.	20/20	ABC	16.0/31
11.	Murder, She Wrote	CBS	15.7/29
12.	60 Minutes	CBS	15.5/32
13.	Me & Mrs.C.	NBC	14.7/30
14.	Remington Steele	NBC	14.5/31
15.	Miami Vice	NBC	14.1/28
16.	Moonlighting	ABC	13.9/25
17.	Stingray	NBC	13.8/26
18.	Gimme A Break	NBC	13.7/25
19.	Missing Children	CBS	13.6/24
20.	Scarecrow & Mrs.King	CBS	12.9/24
21.	Valerie	NBC	12.8/25
22.	You Again	NBC	12.8/23
23.	Herbie Rides Again	ABC	12.7/25
24.	Highway to Heaven	NBC	12.1/24
25.	Spenser: For Hire	ABC	12.0/22
26.	Hill Street Blues	NBC	11.8/23
27.	1986	NBC	11.7/22
28.	The Sender	NBC	11.7/20
29.	MacGyver	ABC	11.5/23
30.	Hotel	ABC	11.5/22
31.	Hardcastle & McCormick	ABC	11.1/20
32.	Love Boat	ABC	11.0/21
33.	Amazing Stories	NBC	11.0/20
34.	West 57th	CBS	10.9/21
35.	227	NBC	10.8/24
36.	Equalizer	CBS	10.8/20
37.	For Lovers Only	ABC	10.8/19
38.	Magnum P.I.	CBS	10.7/19
39.	Hunter	NBC	10.3/18
40.	Facts of Life	NBC	10.2/24
41.	Mr. Belvedere	ABC	9.9/21
42.	Knight Rider	NBC	9.6/21
43.	Webster	ABC	9.6/21
44.	Father's Day	ABC	9.4/18
45.	Monday Night Baseball	ABC	9.3/17
46.	St. Elsewhere	NBC	8.8/17
47.	Mr. Sunshine	ABC	8.4/17
48.	A-Team	NBC	8.3/16
49.	Simon & Simon	CBS	7.9/15
50.	Airwolf	CBS	7.5/14
51.	Dalton: Code of Vengeance	NBC	7.3/13
52.	Wanda Nevada	ABC	7.1/15
53.	Twilight Zone	CBS	7.0/15
54.	Dragonslayer	CBS	7.0/14
55.	We're Puttin' on the Ritz	CBS	6.7/15
56.	Benson	ABC	6.7/15
57.	Diff'rent Strokes	ABC	6.4/15
58.	Stormin' Home	CBS	6.4/13
59.	Ripley's Believe It or Not	ABC	6.4/13
60.	Punky Brewster	NBC	6.2/12
61.	The Colbys	ABC	6.0/11
62.	Foley Square	CBS	5.9/12
63.	Silver Spoons	NBC	5.8/12
64.	Charlie & Co.	CBS	5.4/11
65.	Death of a Salesman	CBS	5.3/10

*indicates premiere episode

Buyer is principally owned by Jay Hoker, who also owns WCFX(AM) Kansas City, Mo., and WLLT-FM Cincinnati. Filed July 17.

■ WSAI-FM Erlanger, Ky. (100.9 mhz; 1.25 kw; HAAT: 466 ft.)—Seeks assignment of license from Mortenson Broadcasting Co. to Inter Urban Broadcasting of Cincinnati Inc. for $2 million. Seller is owned by Jack M. Mortenson and family. It is Lexington, Ky.-based group of four AM's and three FM's. Buyer is principally owned by Thomas P. Lewis. It also owns WYLD-AM-FM New Orleans and WJYL-FM Louisville. Filed July 18.

■ WMAR-TV Baltimore and WRLH-TV Richmond, Va. (WMAR-TV ch. 2; NBC; ERP vis. 100 kw vis.; 10 kw aural; HAAT: 1,000 ft.; WRLH-TV ch. 35; ERP vis. 4,335 kw; aur. 433.5 kw; HAAT: 1,252 ft.)—Seeks assignment of license from Times Mirror Broadcasting to Gillett Group Inc. for over $200 million. Seller is buying stations' present owner, A.S. Abell Co., for $600 million and spinning off stations. It is publicly traded, Greenwich, Conn.-based publisher and group of seven TV's headed by Robert F. Erburu, chairman. Broadcast division is headed by John J. McCrory, president. Times Mirror publishes eight newspapers and also owns cable systems serving over one million subscribers. Buyer is Nashville-based group of one AM, one FM and six TV's owned by George Gillett. It also owns ski resort in Vail, Colo., and beef processing plant in Green Bay, Wis. Filed July 22.

■ WMTG(AM) Gaithersburg, Md. (1150 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Montgomery Radio Inc. to Beltway Communications Corp. for $525,000. Seller is owned by James Swartz, who also owns WHRF(AM) Bel Air, Md. Buyer is owned by Sondra Linden, Washington attorney with no other broadcast interests. Filed July 18.

■ WCJU(AM) Columbia, Miss. (1450 khz; 1 kw-U)—Seeks transfer of control of WCJU Inc. from Marion Bullock and family to The Broadcasting Co. for $395,000, comprising $75,000 cash for shares and $200,000 note and remainder promissory note for noncompete agreement. Sellers have no other broadcast interests. Buyer is owned by D. Scott Jones, station's general manager. Filed July 22.

■ KKEE(FM) Alamogordo, N.M. (94.3 kw; 3 kw; HAAT: minus 492 ft.)—Seeks transfer of control of New West Broadcasting Co. from Lawrence L. Heinrich and family, Robert F. Loucks and his wife, Connie, and Luin K. Dexter to Broadcast Capital Corp. for $850,000 comprising $379,000 cash and remainder assumption of liabilities. Seller also owns KVAS(AM) Astoria, Ore. Buyer is owned by Joseph M. Wolosonovich, local real estate investor with no other broadcast interests. Filed July 18.

■ KOB-AM-FM Albuquerque, N.M. (AM: 770 khz; 50 kw-U; FM: 93.3 mhz; 21.5 kw; HAAT: 4,150 ft.)—Seeks assignment of license from Hubbard Broadcasting to Price Communications for $16.5 million. Seller is St. Paul-based group of three AM's, two FM's and six TV's, headed by Stanley S. Hubbard. Buyer is publicly traded New York-based publisher and station group of eight AM's, seven FM's and three TV's, headed by Bob Price. Filed July 24.

■ WGBB(AM) Freeport-Merrick, and WBAB-FM Babylon, both New York (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from The Radio Co. Inc. to The Noble Broadcast Group for $12,975,000 cash, including $500,000 consulting agreement. Seller is owned by Franz Allina and his wife, Marcia. It also owns WEBE(FM) Westport, Conn. Buyer is headed by John T. Lynch. It operates XETRA-AM-FM Tijuana, Mexico. Earlier this year it sold KJOI(FM) Los Angeles for $44 million. Filed July 17.

■ WYCM(AM)-WBCG(FM) Murfreesboro, N.C. (AM: 1080 khz; 1 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 302 ft.)—Seeks assignment of license from Murfreesboro Broadcasting Corp. to M. Scott Edwards for $197,500, comprising $8,000 cash and remainder note. Sellers have no other broadcast interests. Buyer presently owns 10% of stations. Filed July 17.

■ WZZH(AM) Highlands, N.C. (1100 khz; 5 kw-D)—Seeks assignment of license from CBI Inc. from Mountain-High Broadcasters Inc. for $4,950. Seller has no other broadcast interests. Buyer is owned by Melvin Strum and William C. Marett. It has no other broadcast intrests. Filed July 21.

■ WDJO(AM)-WUBE(FM) Cincinnati (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 105.1 mhz; 14 kw; HAAT: 920 ft.)—Seeks transfer of control of DKM-Ohio Broadcasting Corp. from DKM Broadcasting Corp. to American Media Inc. for $9.8 million. Seller is Atlanta-based group of three AM's and three FM's headed by Robert R. Dyson, chairman. It is buying Group One Broadcasting Co.'s radio group ("Changing Hands," July 21 and above). Buyer is Patchogue, N.Y.-based group of one AM and two FM's principally owned by Arthur Kern and Alan Beck. It recently sold WLIF(FM) Baltimore ("Changing Hands," June 23). Filed July 22.

■ WSOM(AM)-WQKX(FM) Salem, Ohio (AM: 600 khz; 500 w-D; FM: 105.1 mhz; 88 kw; HAAT: 400 ft.)—Seeks assignment of license from Rust Enterprises Inc. to Lincoln Broadcasting Corp. for $2.8 million cash. Seller is owned by William F. Rust. It has no other broadcast interests. Buyer is owned by Albert L. Wertheimer, his son, Albert, and John A. Palvino. It also owns WHAM(AM)-WVOR-FM Rochester and WBUF-FM Buffalo, both New York. Filed July 21.

■ KGYN(AM) Guymon, Okla. (1210 khz; 10 kw-U)—Seeks assignment of license from The Plains Broadcasting Co. to Telns Broadcasting Co. for $400,000. Seller is headed by T.M. Raburn. It has no other broadcast interests. Buyer is owned by J. Edward Smith, and his wife, Nancy. Smith is station's general manager. Filed July 21.

■ WWKX(FM) Gallatin, Tenn. (104.5 mhz; 100 kw; HAAT: 758 ft.)—Seeks assignment of license from Group 3 Broadcasting to Capitol Broadcasting Corp. for $6.6 million. Seller is owned by Gordon Smith. It has no other broadcast interests. Buyer is Mobile, Ala.-based group of one AM and six FM's principally owned by Kenneth S. Johnson, president. Filed July 18.

■ WJTT(FM) Red Bank, Tenn. (94.3 mhz; 3 kw; HAAT: 570 ft.)—Seeks assignment of license from WSIM Inc. to Jettcom Inc. for $1,050,000. Seller is owned by Robert A. Benns and family. It owns one AM, three FM's and one TV. Buyer is principally owned by James L. Brewer, George Reed and Harold Loyd. Brewer owns WHON(AM) Centerville, WQLK(FM) Richmond, both Indiana, and WDCF(FM) Dade City and WTOT(AM)-WJAQ(FM) Marianna, all Florida. Reed is sales manager at WAOK(AM)-WVEE(FM) Atlanta. Loyd is manager of WJTT(FM). Filed July 18.

■ KNAK(AM) Delta, Utah (540 khz; 1 kw-D)—Seeks assignment of license from Pahvant Valley Broadcasting Inc. to Michael J. Halloran for $225,000. Seller is owned by Darrel S. Lester and Neil R. Dutson. It has no other broadcast interests. Buyer has no other broadcast interests. Filed July 21.

■ WSTT(FM) Charlotte Amalie, St. Thomas, V.I. (101.1 mhz; 50 kw; HAAT: 1,543 ft.)—Seeks assignment of license from Caribbean Basin Broadcasting Inc. to Palm Beach Group Broadcasting Co. for $200,000. Seller is owned by Walter B. Dunn, who has no other broadcast interests. Buyer is owned by Curt Gowdy, and five others. It is headed by Joseph McInerney, president. Gowdy owns Lawrence, Mass.-based group of three AM's and two FM's. Filed July 24.

■ WLLL(AM)-WGOL(FM) Lynchburg, Va. (AM: 930 khz; 5 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 240 ft.)—Seeks assignment of license from Jamarbo Corp. to CGS Communications of Lynchburg Inc. for $1,350,000. Seller is owned by James V. Shircliff, who has no other broadcast interests. Buyer is owned by Michael P. Cefaratti, Richard D. Singer and M. James Galvin. Cefratti is general sales manager and Galvin is local sales manager at KTVK(TV) Phoenix. Singer is former vice president and general manager with TeleRep, New York-based station representation firm. Filed July 18.

■ WBUC(AM) Buckhannon, W.Va. (1460 khz; 5 kw-D)—Seeks assignment of license from Radio Station WBUC Inc. to CAT Radio Inc. for $395,000. Seller is owned by Jesse D. Newman, who has no other broadcast interests. Buyer is owned by Richard R. Green (70%), David P. Harper, Norris D. Phillips and Tommy L. Kuhn (10% each). Green is Clarksburg, W.Va., businessman and Harper is real estate agent also from Clarksburg. Phillips is broadcast engineer. Kuhn owns WXEE(AM) Welsh, W.Va., and is selling colocated WBTQ(FM). Filed July 18.

■ WBTQ-FM Buckhannon, W.Va. (93.5 mhz; 3 kw; HAAT: 218 ft.)—Seeks assignment of license from Multiplex Communications Inc. to CAT Radio Inc. for $250,000. Seller is owned by Tommy L. Kuhn, who is partner in buyer of WBUC(AM). Buyer (see above). Filed July 18.

Summary of broadcasting
as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

Tendered

■ WGL (1250 khz) Fort Wayne, Ind.—Seeks CP to increase day power to 2.4 kw; increase night power to 2 kw, and make changes in ant. sys. App. July 22.

■ KMBS (1210 khz) West Monroe, La.—Seeks CP to increase power to 5 kw. App. July 22.

■ WFMD (930 khz) Frederick, Md.—Seeks CP to increase night power to 2.5 kw. App. July 23.

■ KNUJ (860 khz) New Ulm, Minn.—Seeks CP to add night service with 250 w; install DA-N, and make changes in ant. sys. App. July 28.

■ WACK (1420 khz) Newark, N.Y.—Seeks mod. of CP to change freq. to 840 khz; change hours of operation to day only; increase power to 5 kw; change to DA-D, and make changes in ant. sys. App. July 28.

■ KXOJ (1550 khz) Sapulpa, Okla.—Seeks CP to increase power to 2.5 kw. App. July 28.

■ WRSS (1410 khz) San Sebastian, P.R.—Seeks CP to increase day and night power to 2.5 kw and change to non-DA. App. July 28.

Accepted

■ WLQY (1320 khz) Hollywood, Fla.—Seeks CP to make changes in ant. sys. App. July 25.

■ WPSO (1500 khz) New Port Richey, Fla.—Seeks mod. of lic. to move SL to 8606 Little Road, New Port Richey. App. July 28.

■ WJAZ (960 khz) Albany, Ga.—Seeks mod. of lic. to operate transmitter by remote control. App. July 25.

■ KNPA (1340 khz) Nampa, Idaho—Seeks CP to change TL and make changes in ant. sys. App. July 24.

■ WGSF (1220 khz) Arlington, Tenn.—Seeks mod. of lic. to operate transmitter by remote control. App. July 25.

FM's

Tendered

■ *WMVV (90.7 mhz) McDonough, Ga.—Seeks mod. of CP to change TL; change ERP to 11 kw; change HAAT to 465.76 ft., and make changes in ant. sys. App. July 22.

■ *WHCB (91.5 mhz) Bristol, Tenn.—Seeks mod. of CP to change ERP to 10 kw and change HAAT to 2,325.52 ft. App. July 23.

■ *WRFK-FM (106.5 mhz) Richmond, Va.—Seeks CP to change HAAT to 491.34 ft. App. July 22.

Accepted

■ WCRQ-FM (92.7 mhz) Arab, Ala.—Seeks CP to change ERP to .7 kw and change HAAT to 671 ft. App. July 22.

■ KRKN (102.1 mhz) Anchorage—Seeks CP to change TL and change HAAT to 175 ft. App. July 23.

■ KHOZ-FM (102.9 mhz) Harrison, Ark.—Seeks CP to change HAAT to 984 ft. and make changes in ant. sys. App.